Rep Order# EC'd Yes	# 6832077	Ver#	2 Status Returned	Traffic Order# 104412	104412	Show	Printed: 07, Last Received: 07/ Showing Buylines: All Lines	07/18/2012 2:37 PM 07/12/2012 4:06 PM ines	PM PM		1 of 5	
Station F Advertiser Product	KSNV-TV LAS VEGAS, NV. r () HELLER FOR SENATE HELLER FOR SENATE	VEGAS, N ER FOR S SENATE	v. Enate	Agency () STRATEGIC MEDI 3299 K STREET NW SUTTE WASHINGTON, DC 20007	RATEGI REET IN ITON, DO	3299 K STREET NW SUITE #200 MASHINGTON, DC 20007	SO	Rep Firm Sales Office Salesperson) H) PHILADELPHIA) AMY MCCREARY	PHIA EARY	
Estimate# Buyer Phone# Fax#	NEIL WILLIAMS	MS		Agency C/P1/P2/E Flight Dates Hiatus Weeks	09/05/201	09/05/2012 - 09/11/2012	2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	540 845	
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PLEASE SEE BELOW. HAVE NEWS IN PRIN 930-1030P AFTER N	PLEASE SEE BELOW. HAVE NEWS IN PRIME AIRI 930-1030P AFTER NFL. TH	IRING 830-93 THANKS!	PLEASE SEE BELOW. HAVE NEWS IN PRIME AIRING 830-930P AND JEOP/WHEEL AIRING 930-1030P AFTER NFL. THANKS!	TNG								
LT	Day	Time	Program	Len		Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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r)	W-F Buyline	7A-9A Buyline Comment:	:: TODAY	30		\$550.00	70/60-50/60	m	↔	m	\$1,650.00	
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2 of 5	YHIA KEARY	540 845	Total Cost		\$600.00	\$400.00	\$550.00	\$825.00	00.006\$	\$600.00	\$700.00	\$1,050.00	\$1,350.00	\$900.00	\$2,900.00
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07/18/2012 2:37 PM 07/12/2012 4:06 PM ines	Rep Firm Sales Office Salesperson	Salesperson Phone# Salesperson FAX#	Spots/Week		м	Ø	Ø	ო	m	Ø	0	m	m	Ν.	4 1
Printed: 07, Last Received: 07/ Showing Buylines: All Lines	VCS 00	12	Dates		09/02-09/07	09/10-09/11	09/10-09/11	09/02-09/02	70/60-50/60	09/10-09/11	09/10-09/11	70/60-50/60	09/02-09/07	09/10-09/11	09/10-09/11
	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 P1/P2/E	09/05/2012 - 09/11/2012	Rate	!	\$200.00	\$200.00	\$275.00	\$275.00	\$300.00	\$300.00	\$350.00	\$350.00	\$450.00	\$450.00	\$725.00
Order # 104412	STRATI S STREET HINGTON	9/05	Len	1	:30	:30	30	:30	:30	: 30	:30	: 30	30	: 30	:30
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6832077	KSNV-TV LAS VEGAS, NV. r ().HELLER FOR SEN HELLER FOR SENATE	NEIL WILLIAMS	Day	-	W-F Buylin	M-TU Buylin	M-TU Buylin	W-F Buylin	W-F Buylin	M-TU Buylin	M-TU Buylin	W-F Buylin	W-F 430P- Buyline Comm Station Remark:	M-TU Buylin	M-TU Buylin
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Station K. Advertiser Product	KSNV-TV LAS VEGAS, NV. r ().HELLER FOR SENATE HELLER FOR SENATE	VEGAS, NV. ER FOR SEN SENATE	ATE	Agency () 3299 K WASHI	STRATE STREET) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	rcs 0	Rep Firm Sales Office Salesperson) PHILADELPHIA) AMY MCCREARY	PHIA REARY	
Estimate# Buyer Phone#	NEIL WILLIAMS	MS		Agency C/P1/P2/E Flight Dates Hiatus Weeks		09/05/2012 - 09/11/2012	7	Salespers Salespers	Salesperson Phone# Salesperson FAX#	215-568-6540 215-568-1845	5540 845	
Fax# LT Ln	Бау	Time	Program		Len	Rate	Dates	Spots/Week	ek # of Weeks	Total Spots	Total Cost	Daypart
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* 20	। । । । ।	OP lent	o: NEWS V2 1X NA 9/5 DT NFL		30	\$725.00	09/05-09/07	ω	н	v	\$4,350.00	
21	M-TU Buyline	U 630P-7P Buyline Comment:	ਰਜ਼ ਹ		: 30	\$725.00	09/10-09/11	0	г н	2	\$1,450.00	
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24	M-TU Buyline	U 7P-730P Buyline Comment:	инвег		:30	\$725.00	09/10-09/11	2	.· 	7	\$1,450.00	
25	M-TU Buyline	U 730P-8P Buyline Comment:	FACE		:30	\$400.00	09/10-09/11	64	₩.	7	\$800.00\$	
© ∇ *	W-F 730P- Buyline Comm Station Remark:	8P Tent	c: FACE V2 1X NA 9/5 DT NFL		30	\$400.00	09/05-09/07	en .	A	м	\$1,200.00	
27	TH Buyline	11P-1135P Buyline Comment:	NEWS		000	\$750.00	90/60-90/60		.⁺ Ħ	п	\$750.00	
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60 60	SA-SU Buyline	SU 11P-1135P Buyline Comment: NEWS:	NEWO		• 80 - 1 _{60 €}	\$750,00	60/60-80/60	2	e	8	\$1,500.00	

			Daypart						
4 of 5	PHIA VEARY	540 845	Total Cost		\$200.00	\$700.00	\$625.00	\$8,000.00	\$200.00
) PHILADELPHIA) AMY MCCREARY	215-568-6540 215-568-1845	Total Spots	<u> </u>	 1	73	п	н	П
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07/18/2012 2:37 PM 07/12/2012 4:06 PM ines	Rep Firm Sales Office Salesperson	Salesperson Phone# Salesperson FAX#	Spots/Week		н	8	Н	H	H
Printed: 07/ Last Received: 07/ Showing Buylines: All Lines	/CS 0	[2]	Dates		80/60-80/60	80/60-80/60	60/60-60/60	60/60-60/60	60/60-60/60
	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	SHINGTON, DC 20007 2/E 09/05/2012 - 09/11/2012	Rate		\$200.00	00.0288	\$625.00	\$8,000.00	\$200.00
Traffic Order# 104412) STRATH 99 K STREET ASHINGTON,		Len	1	. 30	:30	:30	:30	30
Traffie C	Agency () 3299 K S WASHII	Flight Dates Hights Weeks				·			
2 Status Returned	NATE		Program		NEWS	NEWS	7A-8A Buyline Comment: SUN TODAY	SNFL	1130P-12A Buyline Comment: SPORTS NIGHT
Ver#	KSNV-TV LAS VEGAS, NV. r ().HELLER FOR SENATE HELLER FOR SENATE	.SENATE MS	Time		6A-7A Buyline Comment: NEWS	5P-630P Buyline Comment: NEWS	7A-8A se Comment:	515P-830P Buyline Comment: SNFL	1130P-12A ne Comment:
6832077	NV-TV LAS) HEL: (ELLER FOR	NEIL WILLIAMS	Day		SA Buylin	sa Buylin	SU Buylin	SU Buylin	SU Buylin
Rep Order# EC'd Yes	Station KSN Advertiser (Product H		LT	1 1	30	H K	32	೮	34

--REPORT TOTALS--

Report Totals: 78 / \$43,625.00

-SALES MONTHLY TOTALS-

Sep 12: 78 / \$43,625.00
Sales Totals: 78 / \$43,625.00
Station Totals: 78 / \$43,625.00
Lines not sent/rcld/rtrn: 0 / \$0.00
—COMPETITIVE—

--COMPETITIVE COMMENTS-

2.5 % 4.5 % %

KSNV

26% 1%%

KLAS KVMY

% % %

KINC

o% o%

KBLR

% % % % % %

CATV KTNV XXXX

\$150,431

Market Totals

NEW CRDER

EST SHARES

Status Returned Ver# 2 6832077 Rep Order# EC'd Yes

Traffic Order# 104412

Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE

NEIL WILLIAMS Estimate#

Buyer Phone# Fax#

NOV12 Books

RA35+

Demos

CASH IN ADVANCE - CREDIT RISK -

Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007

09/05/2012 - 09/11/2012

Agency C/P1/P2/E Flight Dates Hiatus Weeks

Printed: 07/18/2012 2:37 PM

Last Received: 07/12/2012 4:06 PM

Showing Buylines: All Lines

) PHILADELPHIA) AMY MCCREARY Rep Firm Sales Office (Salesperson (

215-568-6540 215-568-1845 Salesperson Phone# Salesperson FAX#

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